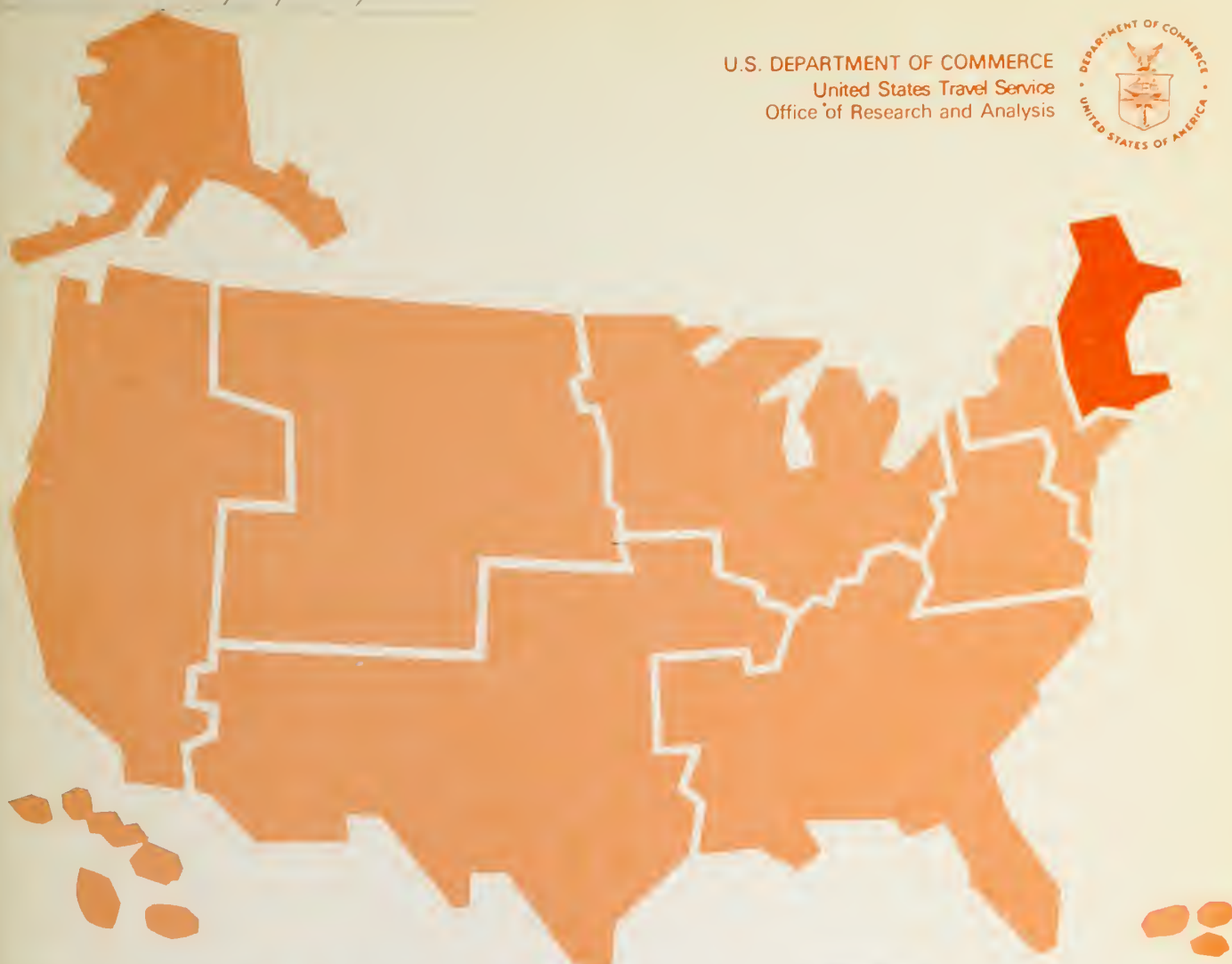



U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Office of Research and Analysis



**VACATION
TRAVEL
BY CANADIANS
IN 1974
IN THE UNITED STATES
VOLUME 2
NEW ENGLAND**





Digitized by the Internet Archive
in 2012 with funding from
LYRASIS Members and Sloan Foundation

<http://archive.org/details/vacatxxxxx00unit>

VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 2

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata in 1975

Sponsored by
the United States Travel Service,
the Canadian Government Office of Tourism,
the Ministry of Transport (Canada)
the Quebec Ministere Du Tourisme
de la Chasse Et de la Peche
and
the Montreal Star, Ltd.

October 1975

Table of Contents

	Page
SECTION I. HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974	1
I. Introduction	1
II. Methodology	1
III. Highlights of the Survey	2
SECTION II. CHARACTERISTICS OF CANADIAN VACATION TRIPS AND TRAVELERS TO NEW ENGLAND IN 1974	6
I. Highlights	6
II. Detailed Findings	9
A. Arrivals/Receipts	9
B. Traveler Characteristics	11
Destination	11
Urban/Rural Residence	11
Residence by Province	13
Language	14
Size of City of Residence	15
Residence of Auto/Air Visitors	16
Type of Dwelling Occupied/Ownership	17
Sex	19
Age	20
Marital Status	21
Education	22
Occupation of Head of Household	23
Family Income	24
Family Composition	25
C. Trip Characteristics	26
Purpose of Trip	26
Total Adults in Party	27
Main Mode of Transport	27
Seasonality	28
Length of Stay	30

TABLE OF CONTENTS—Con.

LIST OF CHARTS

	Page
Chart 1. Canadian Vacation Arrivals and Expenditures in the U.S. in 1974	7
Chart 2. Characteristics of Canadian Vacation Trips to New England—1974 Expenditures in U.S. Only	10
Chart 3. Characteristics of Canadian Vacation Travelers to New England—Urban/Rural Residence	12
Chart 4. Characteristics of Canadian Vacation Travelers to New England—Residence	13
Chart 5. Characteristics of Canadian Vacation Travelers to New England—Language.	14
Chart 6. Characteristics of Canadian Vacation Travelers to New England—Size of City of Residence	15
Chart 7. Characteristics of Canadian Vacation Travelers to New England—Residence of Auto Visitors	16
Chart 8. Characteristics of Canadian Vacation Travelers to New England—Type of Dwelling	17
Chart 9. Characteristics of Canadian Vacation Travelers to New England—Dwelling Ownership	18
Chart 10. Characteristics of Canadian Vacation Travelers to New England—Sex	19
Chart 11. Characteristics of Canadian Vacation Travelers to New England—Age	20
Chart 12. Characteristics of Canadian Vacation Travelers to New England—Marital Status	21
Chart 13. Characteristics of Canadian Vacation Travelers to New England—Education.	22
Chart 14. Characteristics of Canadian Vacation Travelers to New England—Occupation of Head of Household	23
Chart 15. Characteristics of Canadian Vacation Travelers to New England—Family Income	24
Chart 16. Characteristics of Canadian Vacation Travelers to New England—Family Composition	25
Chart 17. Characteristics of Canadian Vacation Travelers to New England—Purpose of Trip	26
Chart 18. Characteristics of Canadian Vacation Travelers to New England—Mode of Transport	27
Chart 19. Characteristics of Canadian Vacation Travelers to New England—Seasonality (Quarterly)	28
Chart 20. Characteristics of Canadian Vacation Travelers to New England—Seasonality (Monthly)	29
Chart 21. Characteristics of Canadian Vacation Travelers to New England—Length of Stay	30

LIST OF TABLES

Table 1. Profile of 1974 Canadian Vacation Travelers to New England	8
---	---

TABLE OF CONTENTS - Con.

APPENDICES

	Page
Appendix A.—Definition of United States and Canadian Regions	33
Definition of Terms	34
Appendix B.—Canadian Vacation Arrivals and Expenditures in the United States, by Characteristics of the Traveler, 1973-74	35

SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974*. The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministere Du Tourism, De La Chasse Et De La Peche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1—Summary Report—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

- Volume 1: **Summary Report**—United States.
- Volume 2: **New England**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.
- Volume 3: **Eastern Gateway**—New Jersey, New York.
- Volume 4: **George Washington Country**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

- Volume 5: **The South**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.
- Volume 6: **Great Lakes Country**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.
- Volume 7: **Old West**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.
- Volume 8: **Frontier West**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.
- Volume 9: **Far West**—Alaska, California, Idaho, Nevada, Oregon, Washington.
- Volume 10: **The Islands**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

Limitations. In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

III. HIGHLIGHTS OF THE FINDINGS

A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel—from 7.7 million trips in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the U.S. Mainland, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974

travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.

- Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.
- Another very significant change in 1974 was a 21% increase in expenditures from an average of \$396 per trip to \$479.
 - Projecting these expenditures, Canadians spent, in total, \$2.39 billion on vacation travel in 1974, up from \$2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.

B. Canadian Vacation Travel to the U.S. in 1974

- The U.S. (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated \$631 million while traveling in the U.S. in 1974.
- In 1974, the U.S. Mainland received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately \$540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the U.S. was \$242.
- In 1974, the largest proportion of Canadian vacation arrivals in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received

by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.

- Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:

- George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of its Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.
 - Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives.

The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.

- The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.

- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.

- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.

- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.

- Canadian visitors to the U.S. who had a **higher than average per capita** expenditure per trip tended to:

- reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
 - visit the U.S. Islands, the South, the Frontier West and the Far West;
 - be 30-49 years of age and 50 years and over;
 - be married;
 - have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
- own their own dwelling;
- have an elementary, high school or technical/preparatory education;
- be from adult only "families";
- live in a detached or semi-detached dwelling or townhouse;
- travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
- use air transportation;
- travel from December to March or April to May;
- stay 12 nights and over on their trip.
- be male;
- speak French (Quebec);
- From 1973 to 1974, there was an **increase** in Canadian travel to the U.S. by:
 - urban visitors,
 - visitors from the Prairies and British Columbia,
 - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
 - apartment dwellers and tenants,
 - visitors aged 40 to 49 years,
 - visitors with family incomes of \$20,000 or more,
 - visitors from 'adult only' families,
 - visitors who traveled to the U.S. to spend some time at a vacation spot,
 - visitors who traveled by air,
 - female visitors,
 - visitors who spent 4-5 nights in the U.S.
- From 1973 to 1974 there was a **decrease** in Canadian travel to the U.S. by:
 - rural visitors.
 - visitors from the Atlantic Provinces.
 - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
 - home owners.
 - male visitors.
 - visitors aged 18-29 years.
 - visitors who traveled by auto.
 - skilled workers.
 - visitors with family incomes between \$10,000 and \$20,000.
 - families with children, and
 - visitors who spent 1 to 3 nights in the U.S.

SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

\$631 Million Spent in the U.S. by Canadian Vacationers

- \$540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- \$242 per capita expenditures per trip in U.S.
- \$21 daily per capita trip expenditures in U.S.

Traveler Characteristics

Residence:	Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%)
Dwelling Status:	Live in single/semi-detached dwelling (65%) Own their own dwelling (62%)
Sex:	Female (54%) and male (46%)
Age:	18-29 years (30%) and 50 years or more (31%)
Marital Status:	Attached (married)(59%)
Education:	Attended or completed high school (50%)
Occupation:	Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%)
Family Income:	\$10,000 to \$20,000 (40%) and \$20,000 and over (24%)
Family Composition:	Adult only (62%)

Trip Characteristics

Purpose:	To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%)
Mode of Transport:	Auto (48%) and air (39%)
Seasonality:	3rd quarter (43%), July (19%), August (16%)
Mean Length of Stay:	11 nights
Mean Size of Traveling Party:	2.36 persons

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO NEW ENGLAND, 1974

I. HIGHLIGHTS

During 1974, Canadian vacation trips to New England approximated 240,000 or 15% of the total 1.64 million trips to the U.S. Canadian vacation arrivals in New England totaled 610,000 in 1974.

Canadian vacationers spent in 1974 an estimated \$46 million in New England, representing 7% of the total \$631 million spent by Canadians who vacationed in the U.S. Per capita Canadian expenditures on each trip to New England amounted to \$120, compared to the national mean of \$242. The average number of nights spent by Canadian visitors in New England was 8.2 nights, versus the national average of 11.5 nights. Daily per capita expenditures of Canadians in New England equaled \$15, lower than the national daily average of \$21.

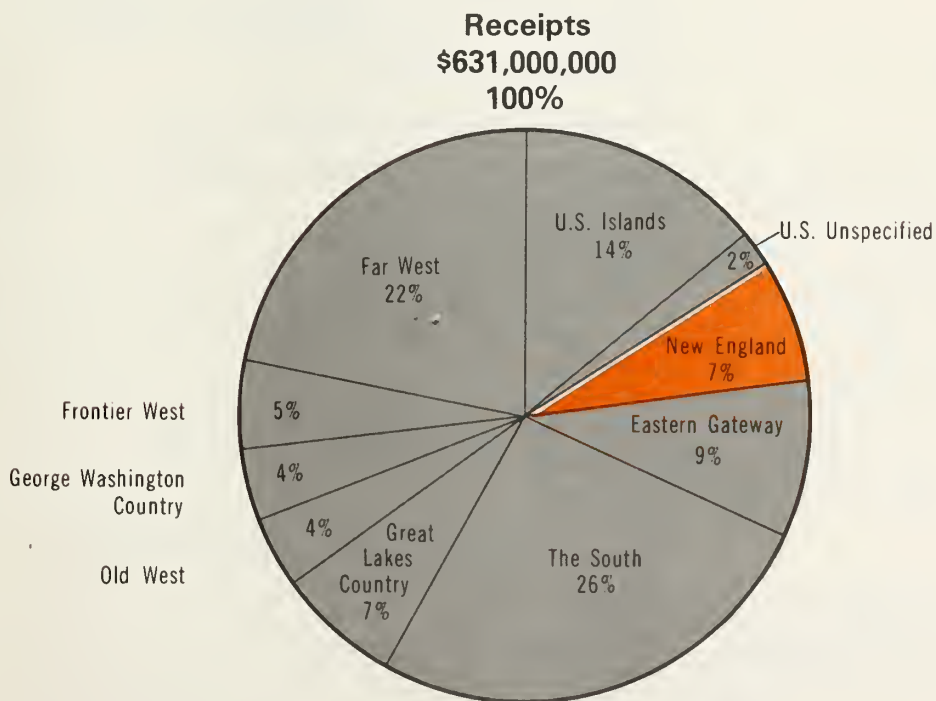
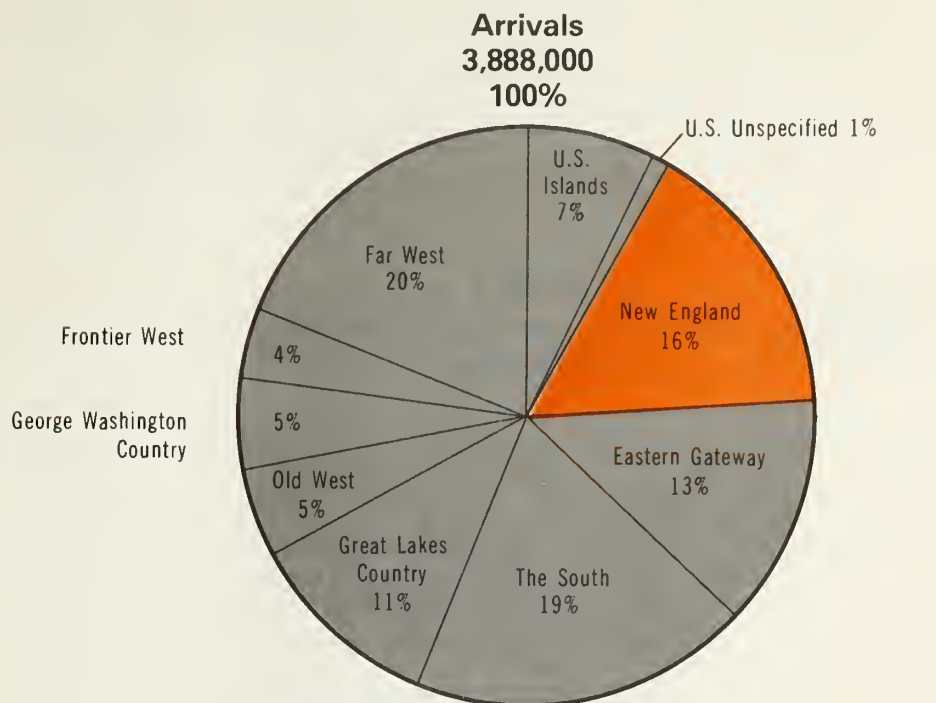
610,000 Canadian Vacation Arrivals (-20% from 1973)

- 16% of total Canadian vacation arrivals in the U.S.
- 3rd most popular region in U.S. for Canadian vacationers

\$46 Million Spent in New England by Canadian Vacationers (-21% from 1973)

- 7% of total Canadian vacation expenditures in U.S.
- 6th largest recipient of Canadian vacation expenditures
- \$120 per capita expenditures per trip (-4% from 1973)
- \$15 daily per capita trip expenditures (+15% over 1973)

Chart 1
CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE U.S.
1974



Profile of Canadian Vacation Travelers to New England

The most predominant characteristics of Canadian vacation travelers to New England in 1974 were: 86% were urban-dwellers; 57% lived in Quebec; 53% spoke English, and 40% spoke French; 60% owned their own homes; 58% were females; 63% were married; 50% had attended or completed high school; 44% held professional/

managerial/sales/white-collar jobs; 40% had family incomes of \$10,000 to \$20,000; and 55% belonged to "adults-only" families.

When considering the 1974 Canadian vacation trips (vs. travelers) to New England, the main trip characteristics were: 38% were to visit friends and relatives; 74% were by auto; 64% occurred during the third quarter; and the average length of stay was 8 nights.

TABLE 1
PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO
NEW ENGLAND

Traveler Characteristics

Residence:	Urban (86%) Quebec (57%) and Ontario (25%) French-speaking (40%) and English-speaking (53%) Population over 500,000 (43%) Quebec residence for auto visitors (66%)
Dwelling Status:	Live in single/semi-detached dwelling (58%) Own their own dwelling (60%)
Sex:	Females (58%)
Age:	18-29 years (31%) and 50 years and over (28%)
Marital Status:	Attached (married) (63%)
Education:	Attended or completed high school (50%)
Occupation:	Professional/Mgr./Sales/White-collar (44%)
Family Income:	\$10,000-\$20,000 (40%) \$20,000 and over (26%)
Family Composition:	Adults only (55%)

Trip Characteristics

Purpose:	Visit friends or relatives (38%), to spend some time at a vacation spot (36%) and sightseeing (25%)
Mode of Transport:	Auto (74%)
Seasonality:	3rd quarter (64%) July (37%) August (18%)
Mean Length of Stay:	8 nights
Mean Size of Traveling Party:	2.53 persons

TABLE 1—Continued

Significant Changes in Canadian Vacation Travel to New England From 1973 to 1974

- Increase in:
 - female visitors (47% to 58%)
- Decrease in:
 - visitors from the Atlantic provinces (27% to 15%)
 - visitors aged 18-29 years (45% to 31%)
 - auto visitors (88% to 74%)
 - male visitors (53% to 42%)

Significant Differences Between Canadian Vacation Travel to New England and to the U.S. as a Whole:

- New England had a much higher proportion of:
 - visitors from the Atlantic Provinces and Quebec
 - French (Quebec)-speaking visitors
 - auto visitors
 - visitors during the 3rd quarter and visitors during the month of July
- New England had a much lower proportion of:
 - visitors from Ontario, the Prairies and British Columbia
 - English speaking visitors
 - visitors who traveled to New England for sightseeing
 - air visitors
 - visitors during the 1st quarter of the year
 - visitors staying 12-23 nights

II. DETAILED FINDINGS

The detailed findings of the characteristics of Canadian vacation travel to **New England** during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

A. Arrivals/Receipts

In 1974, **New England** ranked as the third most popular destination for Canadian vacation travelers to the U.S. and as the sixth largest receiver of Canadian vacation receipts. **New England** received an estimated 16% of the total Canadian vacation visitors to the U.S. and 7% of the tourism receipts in 1974.

New England was the primary destination for approximately 610,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. (An additional 91,000 Canadians visited **New England** on their trips to other U.S. regions). Of the \$631 million spent in the U.S. in 1974, **New England** received an estimated \$46 million from these visitors, representing a 21% decrease from the \$58 million received in 1973. Similarly the 610,000 arrivals represented a 20% decrease from the 766,000 visitor arrivals in 1973. (See Appendix B-1.)

The primary reason for the decrease in Canadian vacation arrivals in **New England** can be attributed to the depressed economic situation particularly in Quebec and the Atlantic Provinces which traditionally supplied **New England** with

the majority of Canadian visitors. In addition, many Canadians who normally would have taken an auto trip to New England cancelled or changed their plans, first because of fears of not being able to obtain gasoline and later because of the high price of gasoline. This was reflected in the substitution of air travel for auto travel. For example, only 74% of the 1974 Canadian vacation trips to New England were made by auto, compared to 88% in 1973.

The per capita trip expenditures to New England decreased slightly, perhaps a function of the fewer number of nights spent in New England in 1974—from 9 nights in 1973 to 8 nights in 1974. Daily per capita expenditures, on the other hand, increased, perhaps a function of inflation and higher costs in the U.S.

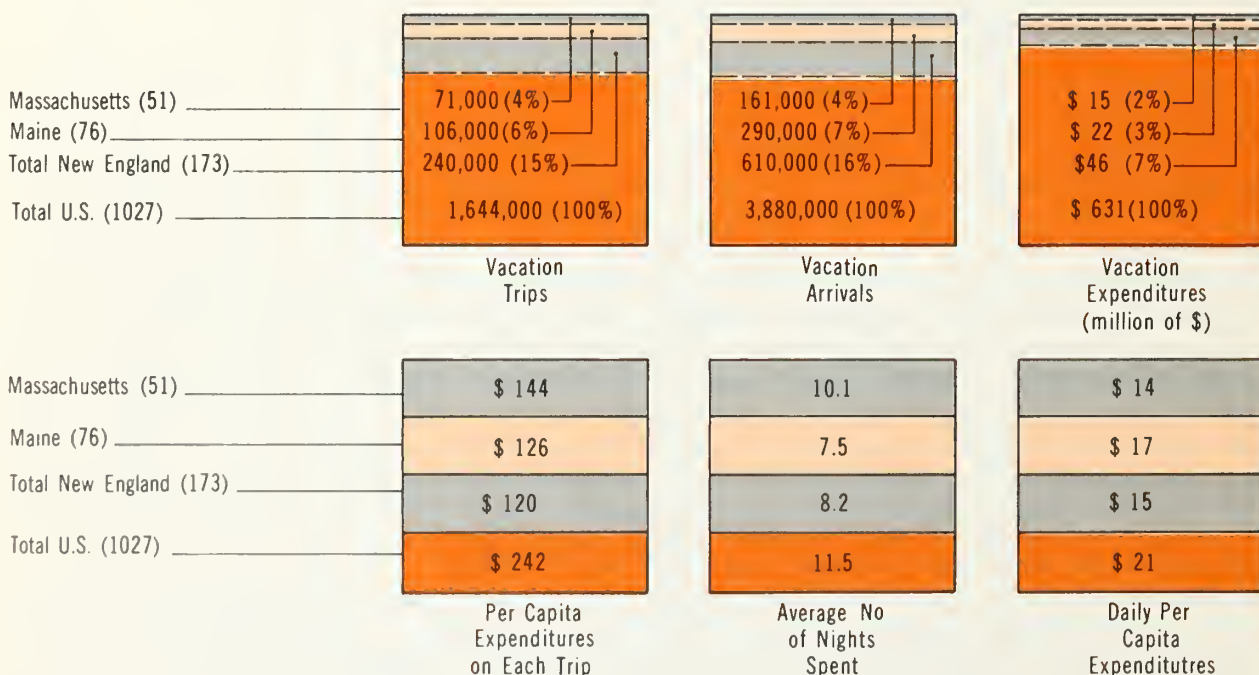
The 1974 Canadian per capita expenditure per trip in New England was \$120, a 4% decrease

from the \$125 recorded in 1973. The 1974 daily per capita trip expenditure in New England was \$15, 15% higher than the \$13 recorded in 1973. (See Appendix B-3.)

Maine and Massachusetts were the most popular areas in New England for Canadian vacation trips. In 1974, about 44% of the Canadian vacation trips to New England were to Maine, while 29% were to Massachusetts. Another 42% of the trips to New England were to states of Vermont, New Hampshire, Rhode Island and Connecticut.

In 1974, Maine received an estimated 7% of the total Canadian vacation visitors to the U.S. and 3% of the tourism receipts equaling approximately 290,000 Canadian vacation visitors (down 23% from 1973) and \$22 million (down 21% from 1973).

Chart 2
CHARACTERISTICS OF CANADIAN VACATION TRIPS TO NEW ENGLAND
(1974 Expenditures in U.S. Only)



Massachusetts received an estimated 4% of the total Canadian vacation visitors to the U.S. and 2% of the tourism receipts in 1974 or about 161,000 vacation visitors (down 34% from 1973) and \$15 million (down 29% from 1973).

The 1974 Canadian per capita expenditure per trip in Maine was \$126, a 1% decrease from the \$127 recorded in 1973. The 1974 daily per capita trip expenditure in Maine was \$17, a 13% increase over the \$15 recorded in 1973. With regards to Massachusetts, the 1974 Canadian per capita expenditure per trip was \$144, an 8% increase over the \$133 recorded in 1973. The 1974 daily per capita trip expenditure in Massachusetts was \$14, the same amount recorded in 1973.

B. Traveler Characteristics

This section presents a brief analysis of the following demographic characteristics of 1974 Canadian vacation travelers to New England: destination; urban/rural residence; residence by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

Destination

New England received 16% of the Canadian vacationers who traveled to the U.S. in 1974 with Maine receiving 7% of these arrivals and Massachusetts, 4%.

With respect to Canadian vacation trips to multiple destinations, Canadian vacationers whose primary destination was New England, generally did not visit many other areas in the U.S. on their trip to New England. About 44% of the Canadian vacation trips to New England

were to Maine, 29% to Massachusetts and 42% to the states of Vermont, New Hampshire, Rhode Island and Connecticut. Ten percent of the Canadians visiting New England also visited the Eastern Gateway Region and 3% visiting New England also visited George Washington Country.

With respect to intra-regional travel, 21% of the Canadians visiting Maine also visited Vermont, New Hampshire, Rhode Island and Connecticut and 9% of the Canadians visiting Maine also visited Massachusetts.

Similarly of the Canadians whose primary destination was Massachusetts, 14% also visited Maine and 14% visited the other remaining states in New England region.

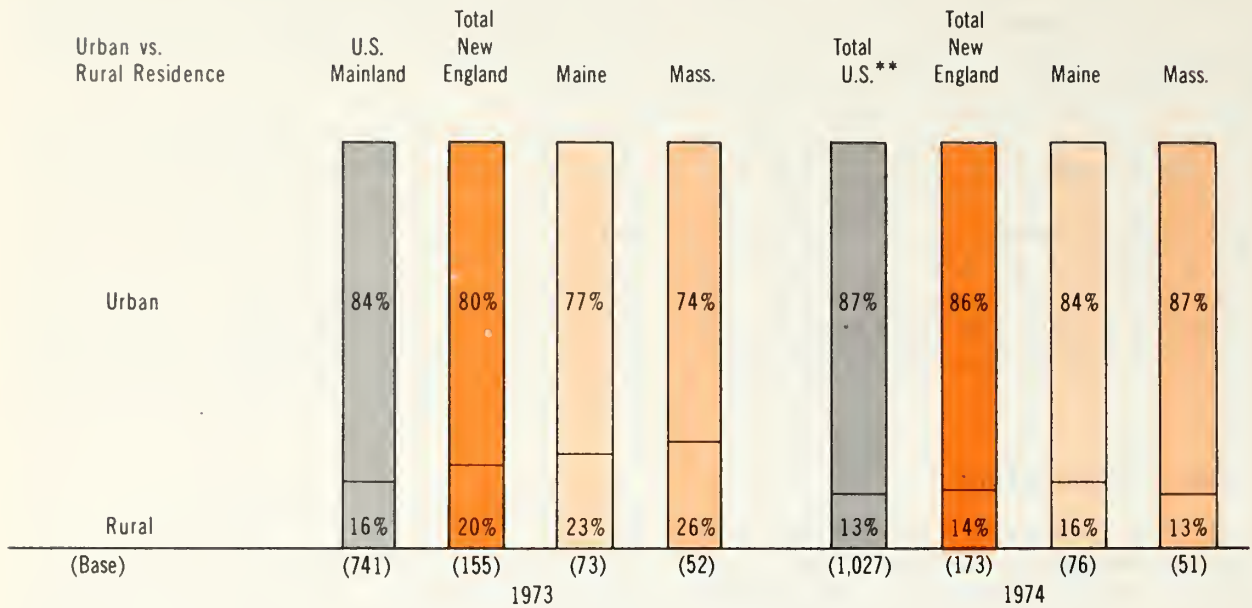
Urban/Rural Residence

In 1974, 86% of the Canadian vacationers who visited New England were urban residents, an increase of 6 points over the 80% share recorded in 1973. This proportion was nearly equal to the percentage of Canadians who were urban residents visiting the U.S. as a whole in 1974—87%.

Similarly, the proportion of visitors to Massachusetts in 1974, who resided in urban areas equaled that of the total U.S. (87%). But, it is significant to note that this represented a substantial increase over the 74% share of urban resident travelers recorded in 1973. Concurrently, the proportion of travelers to Massachusetts from rural areas decreased from 26% in 1973 to 13% in 1974.

While the proportion of Maine's Canadian visitors who were urban dwellers in 1974 was less than those of Massachusetts and New England, (84%), it too, represented an increase over the 77% share in the previous year.

Chart 3
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY URBAN/RURAL RESIDENCE



* Less than 1/2 of 1%

** Includes U.S. Islands

Notes: Totals may not add to 100% due to rounding

See Volume 1, Appendix II-F for more detailed breakdown

Residence by Province

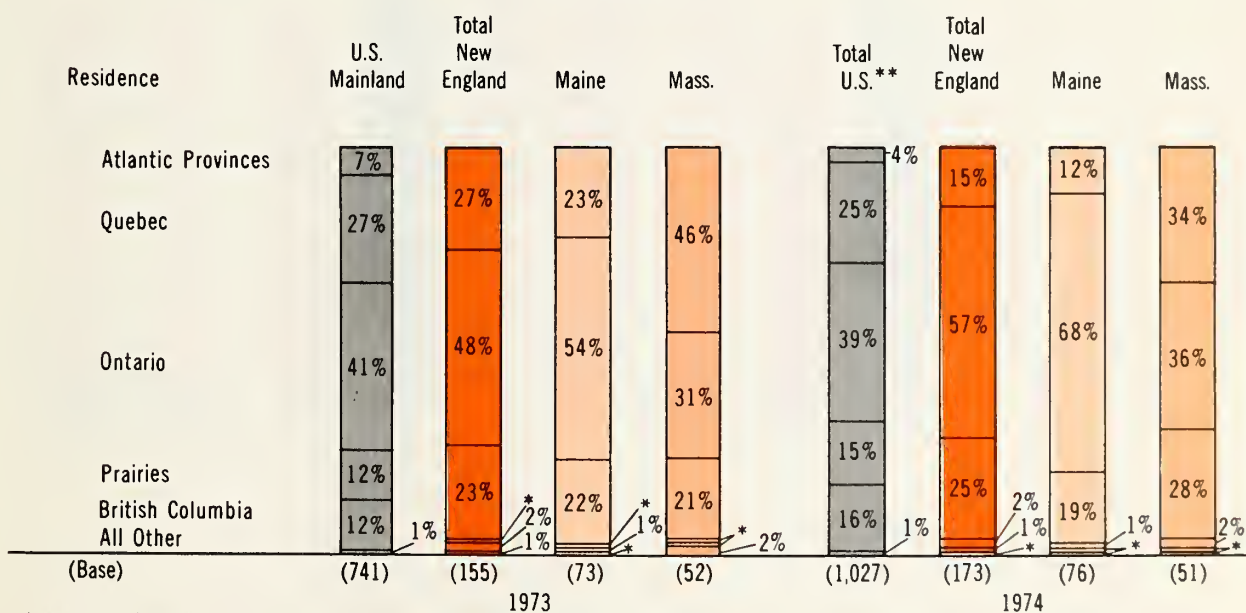
While Ontario was the residence of the largest proportion of Canadians traveling to the U.S. in 1974 (39%), Canadian travelers to the New England region came primarily from the province of Quebec. Quebec, which accounted for only 25% of all visitors to the entire U.S., generated over half (57%) of the visitors to New England, 68% of visitors to **Maine** and 36% of the total Canadians traveling to **Massachusetts** in 1974. These represented significant increases over 1973 when Quebec served as the origin for 48%, 54%, and 31% respectively, of the Cana-

dian travelers to New England, Maine and Massachusetts.

Ontario was the second largest source of Canadian visitors to New England and Maine in 1974 (25% and 19%, respectively) while the Atlantic Provinces were the second largest source of Canadian visitors to Massachusetts.

From 1973 to 1974, the importance of the Atlantic Provinces as a tourist generator to New England decreased substantially from 27% in 1973 to 15% in 1974, attributed in part to the depressed economic condition that prevailed in the Atlantic Provinces in 1974.

Chart 4
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY RESIDENCE**



* Less than 1/2 of 1%

** Includes U.S. Islands

Notes: Totals may not add to 100% due to rounding.

See Volume 1, Appendix II-A for more detailed breakdown.

Language

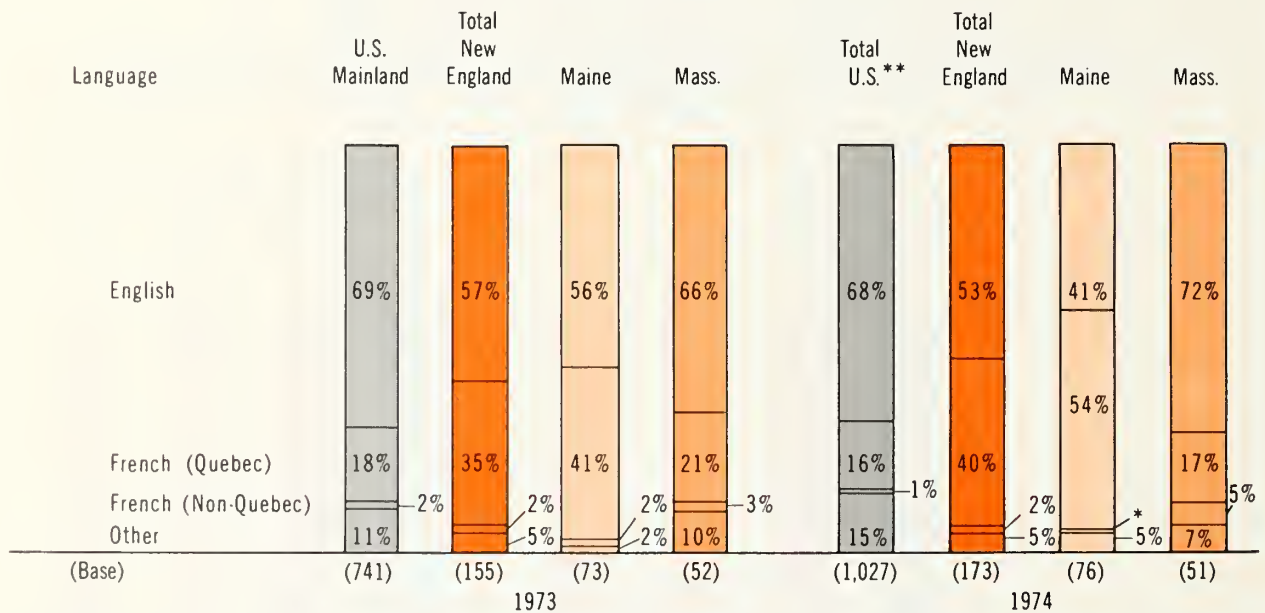
Two-thirds of the total Canadian vacation visitors to the U.S. in 1974 were English-speaking. In comparison, just over one-half (53%) of the vacationers to New England in 1974 spoke English.

The proportion of French (Quebec)-speaking vacationers to New England increased from 35% in 1973 to 40% in 1974. The relatively large

portion of French-speaking Canadians visiting New England was a feature of the large proportion of Quebec Canadians visiting Maine. In 1974, 54% of all Canadians visiting Maine were French-speaking from Quebec.

On the other hand, Massachusetts, which had a relatively smaller share of visitors from Quebec (36%) relative to Maine, received mostly English speaking visitors in 1974—72%.

Chart 5
CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY LANGUAGE



* Less than 1/2 of 1%

** Includes U.S. Islands

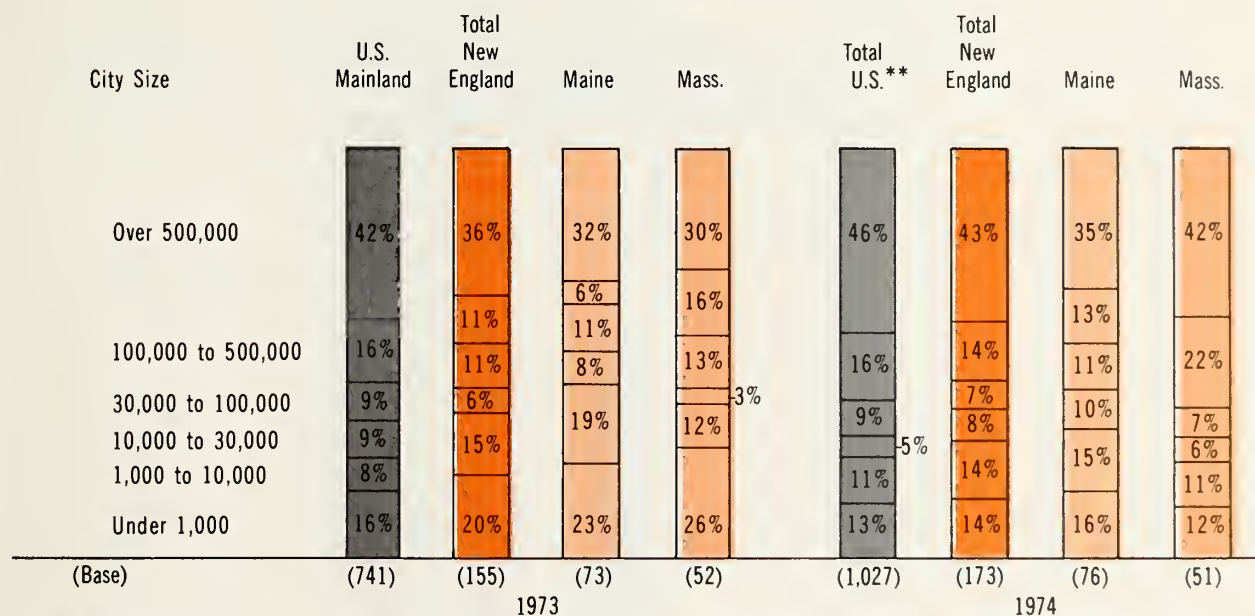
Note: Totals may not add to 100% due to rounding.

Size of City of Residence

Consistent with the pattern of Canadians traveling to the U.S. as a whole, the majority of Canadian visitors to the New England region and to Maine and Massachusetts in 1974 came from large cities with populations exceeding 500,000: 43% of those visiting New England, 35% of

Maine visitors and 42% of those traveling to Massachusetts (versus 46% of the total U.S.). While the proportions of large city dwellers traveling to these areas increased from 1973, there was a particularly large rise in "large city" Canadian visitors to Massachusetts in 1974—up from 30% in 1973 to 42% in 1974.

Chart 6
CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1974
BY SIZE OF CITY OF RESIDENCE



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

Residence of Auto/Air Visitors

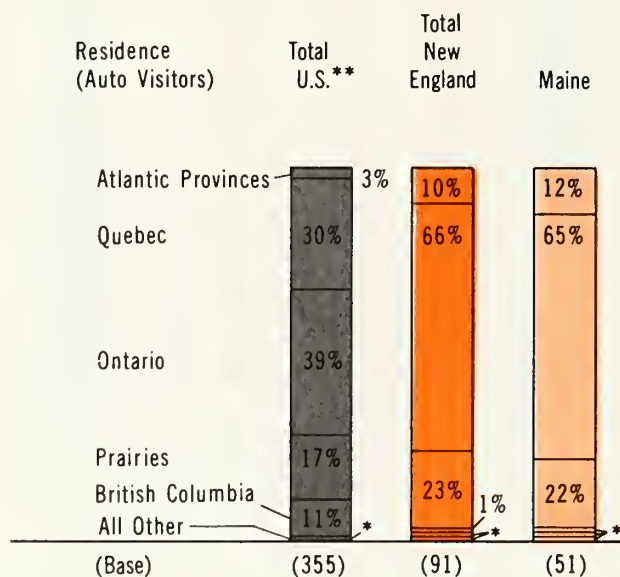
In 1974, the majority of Canadians visiting the U.S. by automobile came from the provinces of Ontario (39%) and Quebec (30%), while a smaller proportion of auto travelers were residents of the Prairie Provinces (17%) and of British Columbia (11%).

Those Canadians who traveled by auto to the New England region in 1974, however, due to

proximity came almost exclusively from the province of Quebec and Ontario (66% and 23% respectively) with a slight proportion (10%) traveling from the Atlantic Provinces.

While a specific analysis of the residences of Canadian air travelers to New England cannot be made due to extremely small sample sizes, it appears that the 18% of the Canadians traveling to New England by air in 1974 resided chiefly in Ontario and the Atlantic Provinces.

Chart 7
**CANADIAN VACATION TRAVELERS TO
NEW ENGLAND IN 1974
BY RESIDENCE OF AUTO VISITORS**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

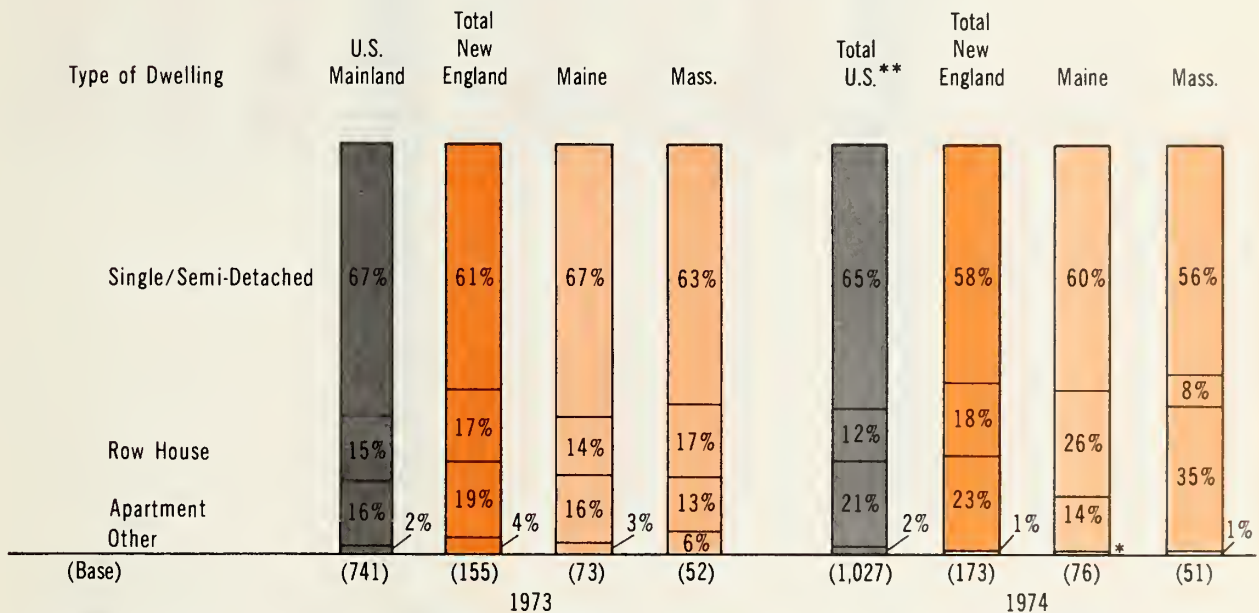
Type of Dwelling Occupied/Ownership

Consistent with the Canadians traveling to the U.S. in general, those visiting the New England region in 1974 were predominately homeowners (60%, compared to 62% of the national group).

Reflecting the national trend, between 1973

and 1974 the importance of the Canadian apartment dweller increased in New England, accounting for nearly one-fourth (23%) of Canadian travelers to the area. Specifically with respect to Massachusetts, the proportion of Canadian apartment dwellers nearly tripled between 1973 and 1974; up from 13% to 35%.

Chart 8
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY TYPE OF DWELLING**

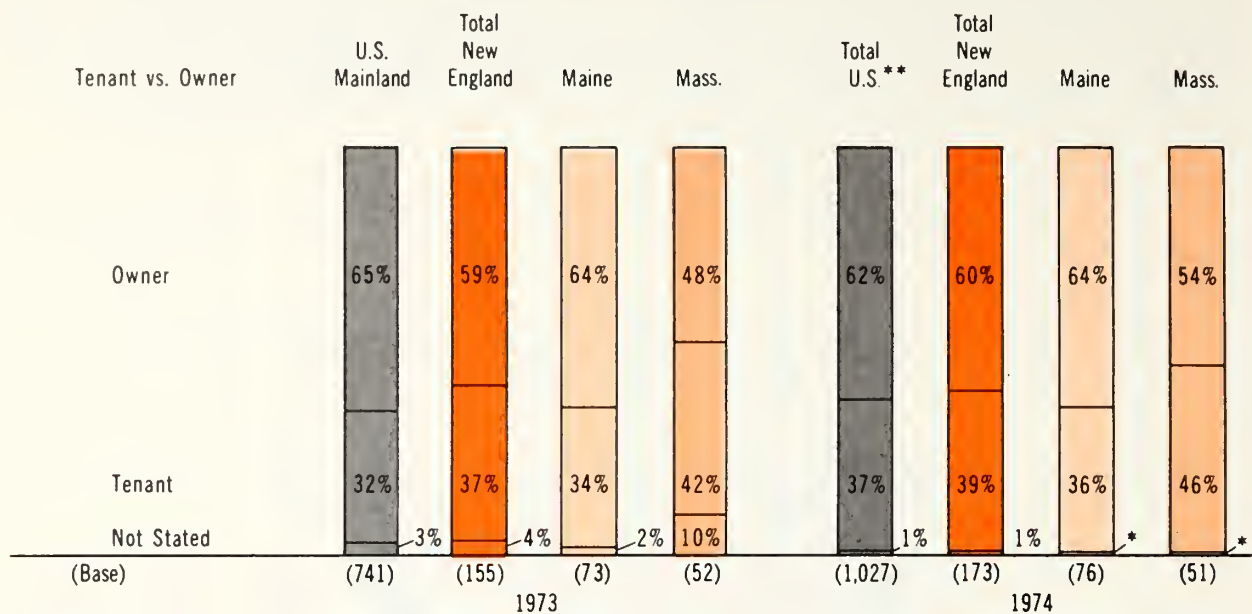


*Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

Chart 9
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
 BY DWELLING OWNERSHIP**



* Less than 1/2 of 1%

** Includes U.S. Islands

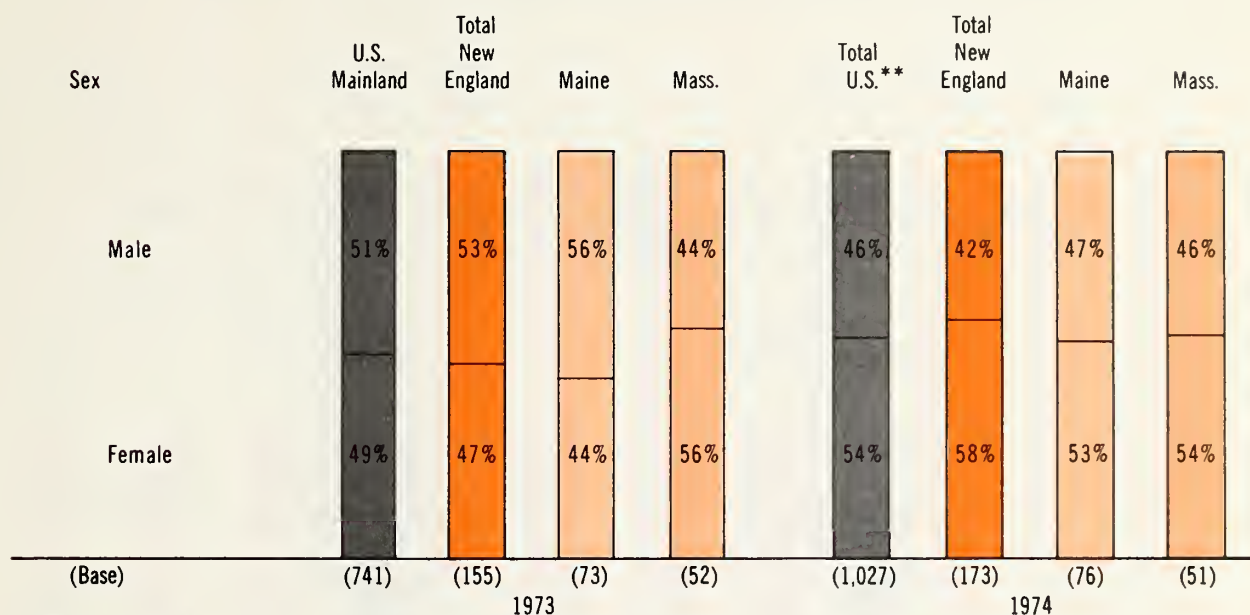
Note: Totals may not add to 100% due to rounding.

Sex

The majority (58%) of Canadians traveling to the **New England** region in 1974 were female. This was consistent with the rising trend of Canadian females traveling to the U.S. in general

(up from 49% in 1973 to 54% in 1974). This shift, however, was even more pronounced in New England where the proportion of female travelers increased from 47% in 1973 to 58% in 1974.

Chart 10
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY SEX**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

Age

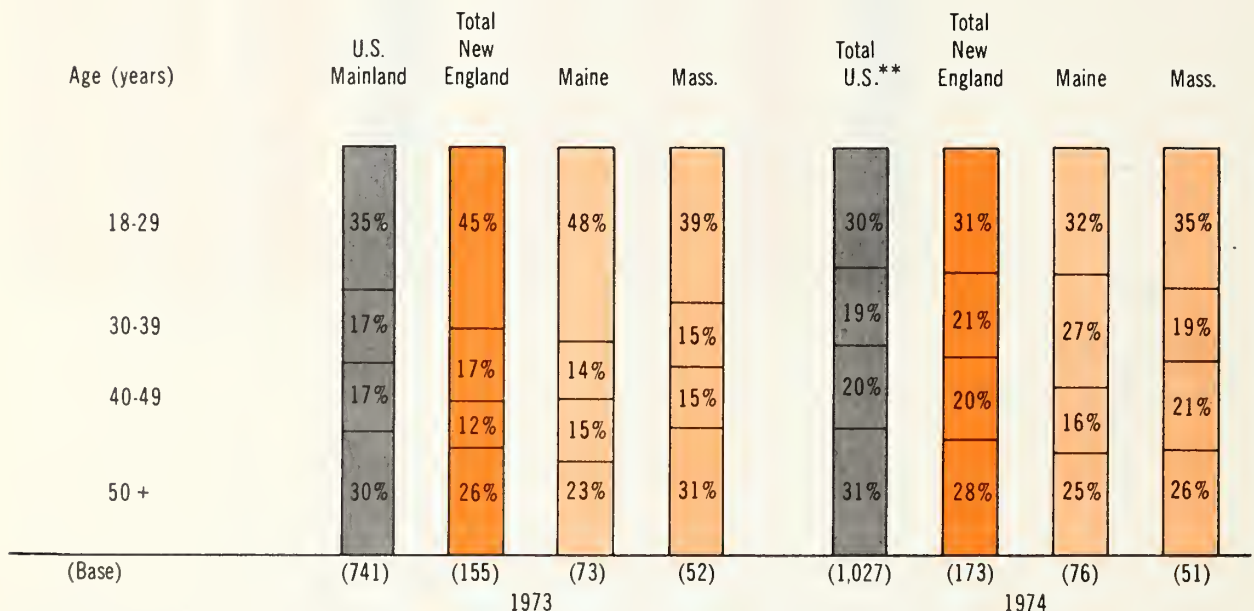
In 1974, the proportion of young Canadians (18-29 years of age) and older Canadians (over 50 years of age) traveling to the U.S. was almost the same—30% and 31% respectively. Canadians in 30 to 49 year age group accounted for 39% of the visitors to the U.S. in 1974.

The age distribution for Canadians who traveled to **New England** was approximately equal to that for the entire U.S., with a slightly lesser proportion (28%) of travelers in the “over 50” age category. It is interesting to note, however, that from 1973 to 1974, there was a marked

decline in Canadian travel to New England among younger Canadians (the 18-29 age group, down from 45% to 31%—and particularly to the state of **Maine**, (down from 48% in 1973 to 32% in 1974).

The primary group which benefited from the decrease in youth travel was the middle-aged group. The proportion of Canadians traveling to New England in the 30-49 year age group increased from 29% in 1973 to 41% in 1974. Specifically, in the state of **Maine** visitors in this age group increased from 29% in 1973 to 43% in 1974.

Chart 11
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY AGE**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

From 1973 to 1974 there was an increase in the proportion of attached (married) Canadians traveling to the **New England** region as well as to the state of **Maine**. This was the reverse of the

pattern occurring with Canadians traveling to the U.S. in general. However, the proportion of unattached Canadians visiting Massachusetts increased in 1974, (up from 41% in 1973 to 50% in 1974) resulting in an equal ratio of both groups of visitors to this state.

Marital Status	U.S. Mainland	Total New England	Maine	Mass.	Total U.S.**	Total New England	Maine	Mass.
Attached (Married)	61%	57%	59%	59%	59%	63%	63%	50%
Unattached	39%	43%	41%	41%	41%	37%	37%	50%
(Base)	(741)	(155)	(73)	(52)	(1,027)	(173)	(76)	(51)

1973 1974

* * Includes U.S. Islands

Note: Totals may not add

Note: Totals may not add to 100% due to rounding.

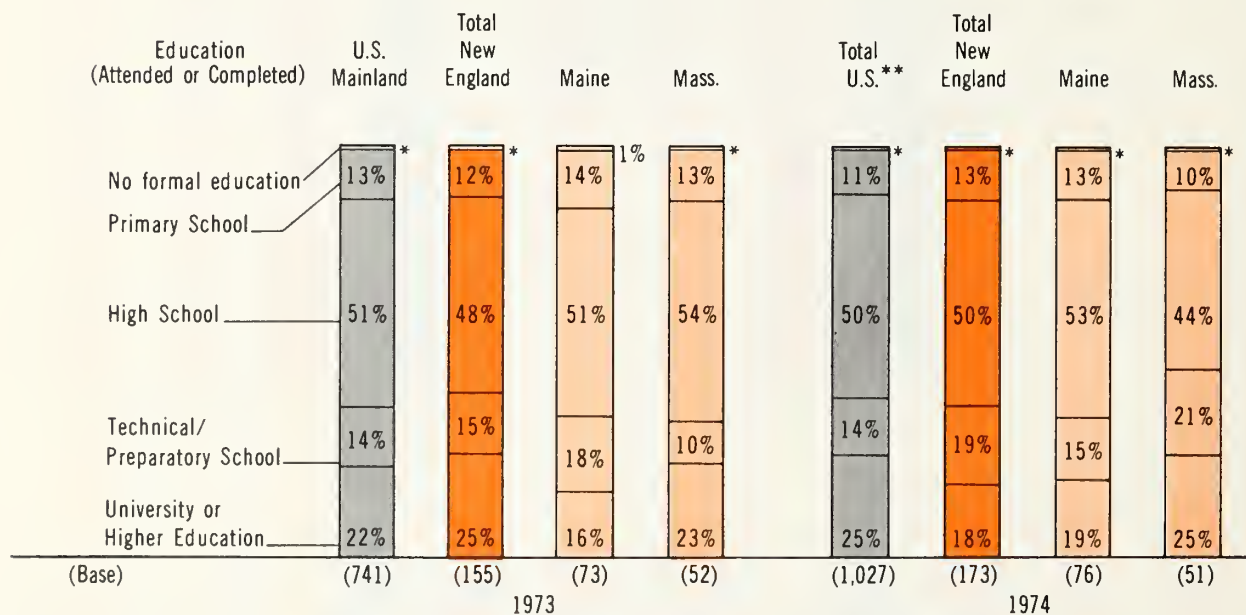
Education

Half of the Canadians visiting the **New England** area in 1974 had attended or completed high school, the same proportion as that recorded for the **U.S.** as a whole. Canadians traveling to **Maine** and **Massachusetts** also followed this trend. With respect to visitors to Massachusetts, from 1973 to 1974, there was a significant decrease in the proportion of Canadian visitors with a high school education and a significant

increase in visitors who had attended or completed technical preparatory school.

Interestingly enough, the proportion of Canadians traveling to New England with some form of university or higher education declined in 1974, from 25% to 18%. However, there was a slight increase reflected in 1974 in this category for visitors to the states of Maine and Massachusetts—indicating that Canadians visiting these states were generally more educated than those visiting other states in the New England region.

Chart 13
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY EDUCATION**



* Less than 1/2 of 1%

** Includes U.S. Islands

Notes: Totals may not add to 100% due to rounding.

See Volume 1 Appendix II-M for more detailed breakdown.

Occupation of Head of Household

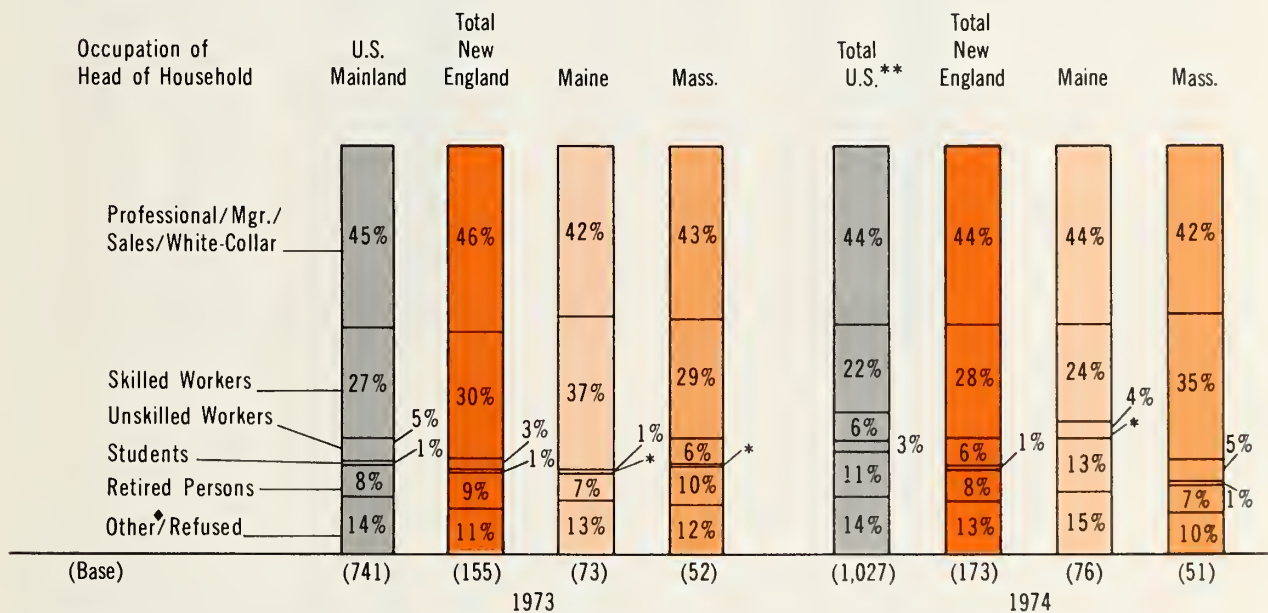
In 1974, Canadians in the professional/managerial/white collar occupations represented the largest proportion of travelers to **New England**, **Massachusetts**, and **Maine**. The proportion was about equal to that of Canadians visiting the entire **U.S.** (44%).

Skilled workers accounted for the next largest category of visitors to the New England region, accounting for 28% of the visitors. Skilled workers represented 24% of the Canadian vacationers to Maine and 35% of the visitors to Massachusetts. Although these represented

higher proportions than Canadians traveling to the U.S. as a whole (22%), they reflected declining shares; again with the exception of Massachusetts which experienced a large increase in the proportion of skilled workers in 1974.

Retired Canadians did not represent a sizable share of the visitor market to the U.S. (11%) or to New England (8%) in 1974. However, the proportion of retired persons visiting the state of Maine was higher than the national average and represented a six percentage point increase over 1973 (from 7% to 13%).

Chart 14
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY OCCUPATION OF HEAD OF HOUSEHOLD**



* Less than 1/2 of 1%

** Includes U.S. Islands ♦ Primarily includes housewives and Farmers.

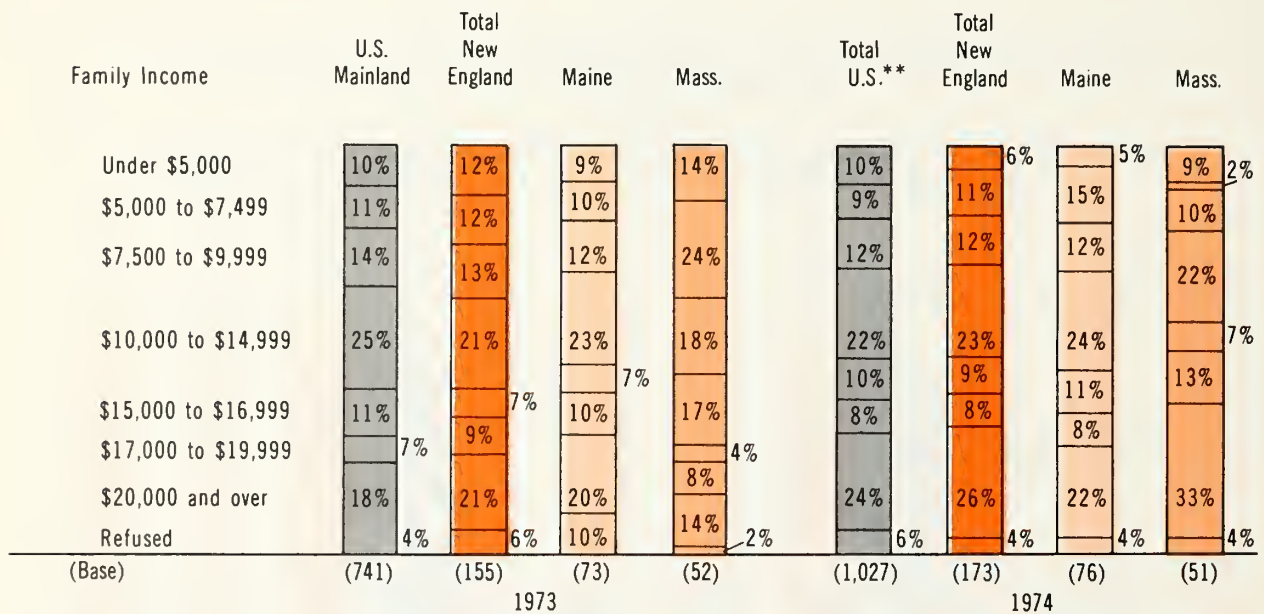
Note: Totals may not add to 100% due to rounding.

Family Income

Forty percent of the Canadian visitors to the U.S., as well as to New England, had family incomes of \$10,000 to \$20,000. A slightly higher proportion of visitors to Maine and Massachusetts were in this category—43% and

42% respectively. Between 1973 and 1974, there was an increase in the proportion of visitors to New England in the \$20,000 and over income group (up from 21% in 1973 to 26% in 1974) with the most significant increase occurring in visitors to Massachusetts (up from 14% in 1973 to 33% in 1974).

Chart 15
**CANADIAN VACATION TRAVELERS TO NEW ENGLAND IN 1974
BY FAMILY INCOME**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

In 1974, Canadian families comprised of only adult members constituted the largest proportion of travelers to **New England** (55%) and **Massachusetts** (60%), as well as to the entire **U.S.** (62%).

children" became the primary family type to travel to Maine in 1974—52% of the visitors in 1974, compared to 44% in 1973.

In 1974, the mean number of adults in the households of Canadian travelers to New England was 1.65 adults, slightly higher than the average recorded travelers to the U.S. as a whole—1.59. The average number of adults in the households of Canadian vacationers visiting Maine and/or Massachusetts in 1974 was 1.71 and 1.51, respectively.

Family Composition	U.S. Mainland	Total New England	Maine	Mass.	Total U.S.**	Total New England	Maine	Mass.
Adults Only	56%	59%	56%	60%	62%	55%	48%	60%
Adults with Children	44%	41%	44%	40%	38%	45%	52%	40%
(w/children 15-17)	19%	19%	22%	14%	14%	18%	22%	22%
(w/children 5-14)	32%	29%	31%	29%	26%	34%	39%	30%
(w/children under 5)	20%	29%	33%	25%	11%	18%	15%	13%
(Base)	(741)	(155)	(73)	(52)	(1,027)	(173)	(76)	(51)

1973 1974

* * Includes U.S. Islands

Notes: Totals may not add to 100% due to rounding

See Volume 1, Appendix II-Q for more detailed breakdown.

C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation trips to New England: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

Purpose of Trip

Consistent with Canadian traveling to the U.S., the most popular reasons given by Canadians traveling to New England, Maine and Massachusetts in 1974 were to spend time at a vacation spot (36%, 44% and 32%, respectively). In addition, sightseeing and camping, tenting, boating and other outdoor activities were important reasons cited for Canadian travel to that region during 1974, with the latter reason being especially important to Maine. Spending time at a vacation spot became an increasingly important purpose for travel to New England in 1974, particularly to the state of Massachusetts, where the proportion nearly doubled from 1973 (from 17% to 32%).

Sightseeing, which was the third most popular reason for travel to New England and Massachusetts and the fourth most popular reason for travel to Maine, declined slightly as a motive for Canadian travel to Maine in 1974, but increased in popularity as a reason for travel to Massachusetts (from 16% in 1973 to 27% in 1974).

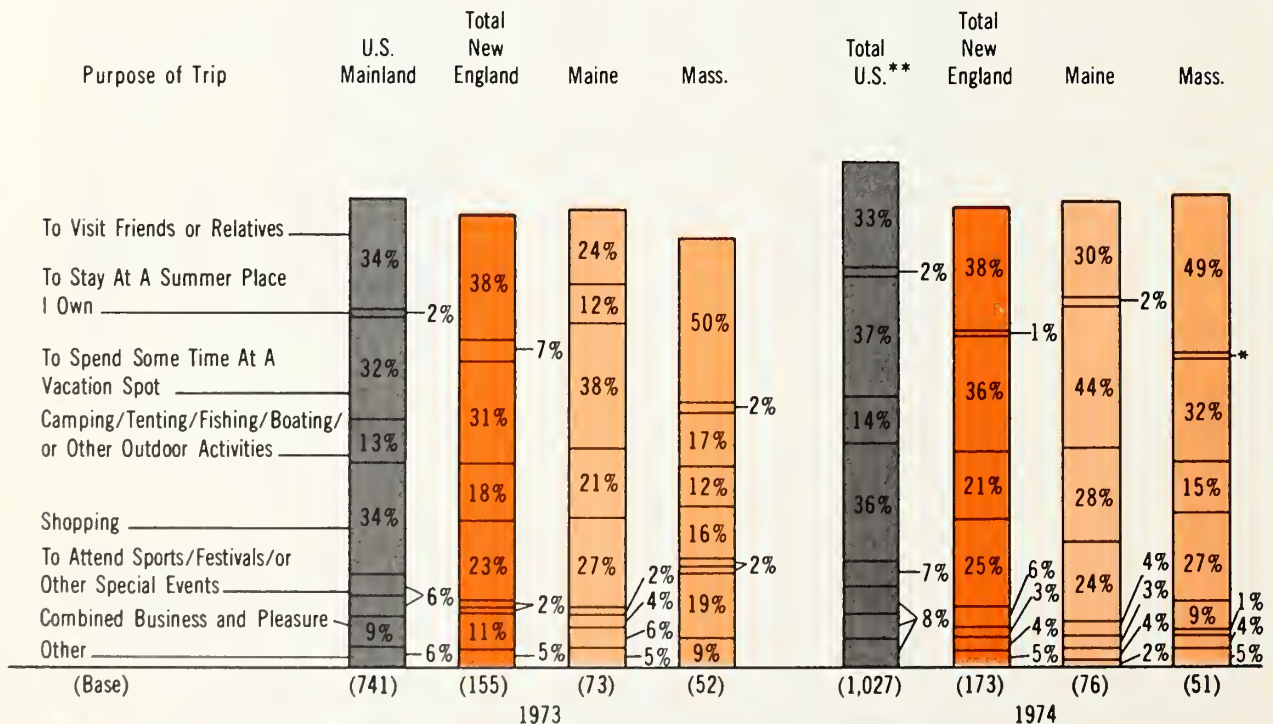
There was a significant decline in Canadian travel for combined business and pleasure to New England, (from 11% to 4%) in 1974, and most significantly to Massachusetts, where the proportion decreased to less than one-fourth of the 1973 proportion (from 19% to 4%).

Shopping, however, gained in importance as a motive for travel to Massachusetts, up from 2% in 1973 to 9% in 1974.

It is significant to note that there was a 10 percentage point drop in the proportion of Canadians traveling to Maine to stay at a summer place owned during 1974, yet a six point increase was recorded for the purpose of "spending time at a vacation spot."

Chart 17

CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1974 BY PURPOSE OF TRIP



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

Total Adults in Party

During 1974, the average Canadian traveling party to **New England** included 2.53 adults, somewhat more than the average number of adults per traveling party to the entire U.S.—2.36. The mean number of adults per Canadian vacation party traveling to **Maine** was higher yet (2.73 persons) while the average party size traveling to **Massachusetts** was somewhat lower (2.26 persons).

Main Mode of Transport

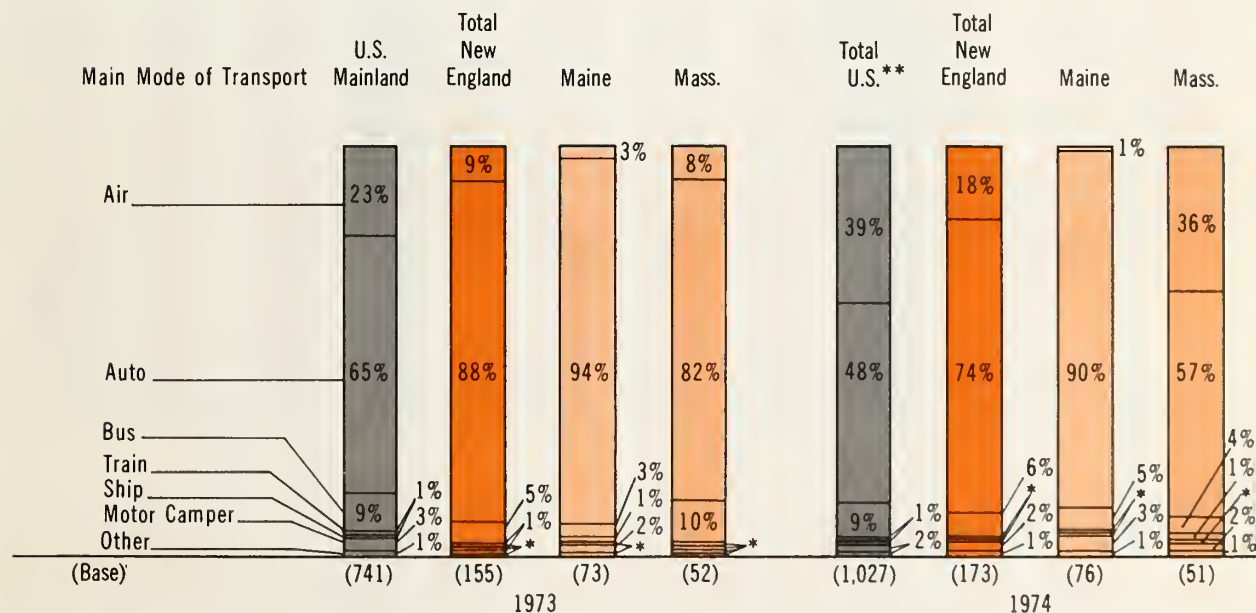
As expected, the automobile was the overwhelming mode of transport for Canadian vacationing in **New England** in 1974 (74%); particularly to the state of **Maine** where it was utilized by 90% of the Canadians traveling there. This finding was fairly predictable for Maine, where proximity to Canada and the absence of many

major airports would make travel by auto the most convenient and desirable mode of transport.

Reflecting gasoline unavailability and higher per gallon prices, the automobile declined in importance as a mode of transport to New England in 1974, (from 88% in 1973 to 74% in 1974) and most markedly as a means of travel to **Massachusetts**, where a 25 percentage point decrease was recorded (from 82% to 57%). Similarly a decline in the use of automobile was reported for Maine (down from 94% to 90%)—with subsequent increase in bus travel from 3% to 5%.

Consistent with the national trend, air travel increased in importance for Canadians as a mode of travel to New England, up from 9% in 1973 to 18% in 1974, and rose most drastically for those traveling to Massachusetts—up from 8% to 36% in 1974.

Chart 18
**CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1974
BY MAIN MODE OF TRANSPORT**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

The most popular time of year for Canadian travel to the **U.S.**, as well as to **New England**, during 1974, was during the third quarter of the year. About 43% of the Canadian vacation trips to the U.S. were recorded during this period, compared to 64% of the trips to New England. The proximity of New England to Canada made this area a convenient auto market. Approximately, three fourths of the Canadian vacation trips to **Maine** were during the summer months, while 59% of the trips to **Massachusetts** were made during this period.

months declined somewhat in importance as a travel period for Canadians visiting New England and Maine.

For the New England region, and for Massachusetts, Canadian travel was equally preferable in the second and fourth quarters of the year. However, for Canadians visiting Maine, the second quarter was the only other preferred vacation period.

From 1973 to 1974, there was an increase in Canadian vacation travel to New England, Maine, and Massachusetts during the second quarter of the year.

Quarter Trip Started	U.S. Mainland	Total New England	Maine	Mass.	Total U.S.**	Total New England	Maine	Mass.
First Quarter	20%	8% 12%	12% 2%	14% 12%	20%	3% 16%	1% 19%	5% 17%
Second Quarter	17%				18%			
Third Quarter	44%	66%	78%	58%	43%	64%	75%	59%
Fourth Quarter	19%	14%	8%	16%	19%	17%	5%	19%
(Base)	(741)	(155)	(73)	(52)	(1,027)	(173)	(76)	(51)

1973

1974

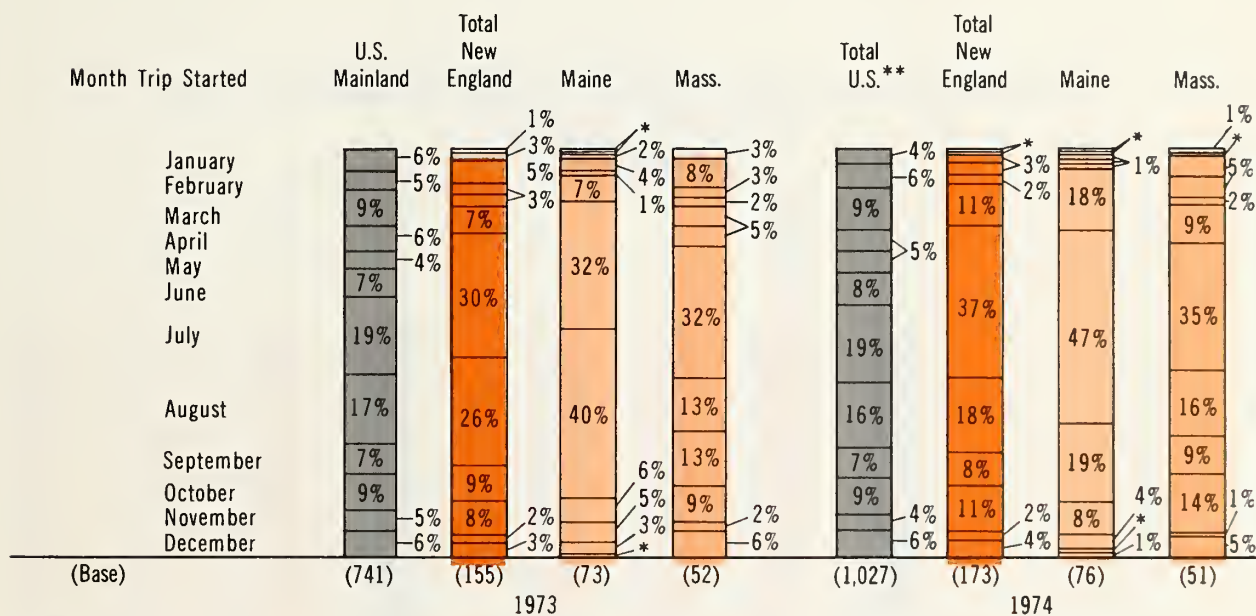
Note: Totals may not add to 100% due to rounding.

In analyzing Canadian travel on a monthly basis, July was the most popular month for Canadian trips to New England (37%), Maine (47%) and Massachusetts (35%), with August ranking as the second most popular month for travel to this region (18%, 19% and 16% respectively).

From 1973 to 1974, there was a shift in the popularity of various months for travel to this area. There was an increase in the proportion of trips to New England, Maine, and Massachusetts

during June & July and a decrease in the proportion of trips to these areas during August. The most dramatic changes were recorded for travel to Maine. June visitors to this state increased from 7% of the trips in 1973 to 18% in 1974, while July arrivals increased from 32% of the trips in 1973 to 47% in 1974. On the other hand, the proportion of Canadians vacationing in Maine during the month of August decreased from 40% of the trips in 1973 to only 19% in 1974.

Chart 20
**CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1974
BY SEASONALITY (by Month)**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

Length of Stay

Canadian vacation trips to **New England** in 1974 had a shorter duration (8.2 nights) than the average for total Canadian travel to the U.S. as a whole (11.5 nights). The mean length of stay of Canadian visitors was 8 nights for Maine visitors and 10.1 nights for visitors to Massachusetts.

There was an approximately equal proportion of Canadian trips to New England in 1974 among those lasting less than one week (1-5 nights, 40%) as there were among those lasting almost two weeks (6-11 nights, 39%).

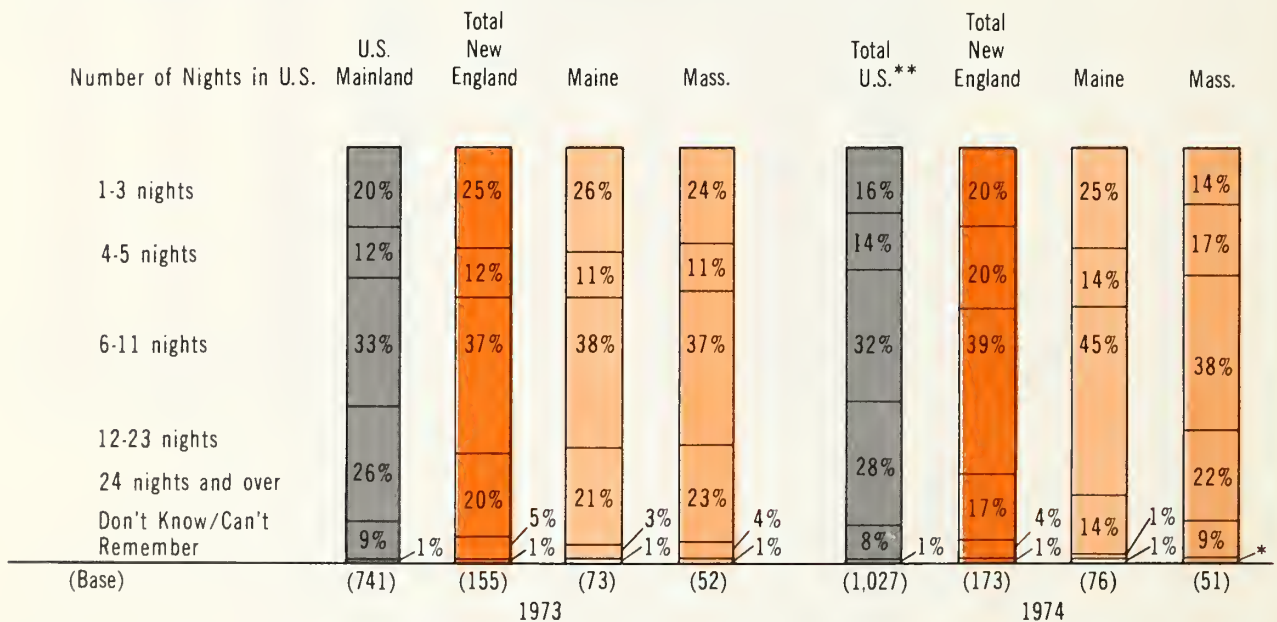
During 1974, there was a decline in the proportion of Canadian travel to New England for

week-end trips (1-3 nights) and a subsequent rise in the proportion of trips lasting 4-5 nights.

There was also a slight decline in Canadian travel for periods over 12 nights to New England and **Maine**. **Massachusetts**, however, recorded a slight increase in the proportion of Canadian trips lasting 24 nights and over during 1974, from 4% to 9%.

From 1973 to 1974, there was a slight decrease (about 1 night), in the mean length of stay of Canadian vacation trips to New England, Maine and Massachusetts. Overall, the average length of stay for a 1974 Canadian vacation trip to New England was 3.3 nights shorter than the average Canadian trip to the entire U.S.—8.2 nights compared to 11.5 nights.

Chart 21
**CANADIAN VACATION TRIPS TO NEW ENGLAND IN 1974
BY LENGTH OF STAY**



* Less than 1/2 of 1%

** Includes U.S. Islands

Note: Totals may not add to 100% due to rounding.

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. NEW ENGLAND

Connecticut
Maine
Massachusetts
New Hampshire
Rhode Island
Vermont

2. EASTERN GATEWAY

New Jersey
New York

3. GEORGE WASHINGTON COUNTRY

Delaware
District of Columbia
Maryland
Pennsylvania
Virginia
West Virginia

4. THE SOUTH

Alabama
Arkansas
Florida
Georgia
Kentucky
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee

5. GREAT LAKES COUNTRY

Illinois
Indiana
Iowa
Michigan
Minnesota
Ohio
Wisconsin

6. OLD WEST

Colorado
Montana
Nebraska
North Dakota
South Dakota
Utah
Wyoming

7. FRONTIER WEST

Arizona
Kansas
Missouri
New Mexico
Oklahoma
Texas

8. FAR WEST

Alaska
California
Idaho
Nevada
Oregon
Washington

9. ISLANDS

American Samoa
Guam
Hawaii
Puerto Rico
Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

Appendix B-1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

Regions and States	Base		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$ million)		Percent of total Canadian vacation expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	766,000	610,000	18%	16%	\$58	\$46	12%	7%
(Maine)	73	76	377,000	290,000	9	7	28	22	6	3
(Massachusetts)	52	51	245,000	161,000	6	4	21	15	4	2
Eastern Gateway	140	151	689,000	501,000	17	13	54	55	11	9
(New York)	118	123	555,000	384,000	13	10	44	42	9	7
(New Jersey)	33	36	173,000	138,000	4	4	17	18	3	3
George Washington Country	56	57	237,000	202,000	6	5	36	27	7	4
The South	177	211	944,000	729,000	23	19	131	166	27	26
(Florida)	150	167	783,000	514,000	19	13	123	138	25	22
Great Lakes Country	106	127	480,000	408,000	11	11	48	46	10	7
Old West	40	67	247,000	211,000	6	5	20	20	4	4
Frontier West	20	45	94,000	137,000	2	4	18	30	4	5
Far West	156	258	644,000	758,000	15	20	100	136	20	22
(California)	83	109	306,000	295,000	7	8	79	81	17	13
(Washington)	53	99	206,000	310,000	5	8	25	29	5	5
U.S. Islands	n.a.	80	n.a.	266,000	n.a.	7	n.a.	91	n.a.	14
U.S. Unspecified	15	15	73,000	55,000	2	1	18	6	4	2
Total U.S. Mainland	741	955	4,174,620	3,614,000	100%	93	483	540	100%	72
Total U.S.	n.a.	1,027	n.a.	3,880,000	n.a.	100%	n.a.	631	n.a.	100%

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

Regions and States	Base		Average number of persons per trip		Average number of persons per household		Average number of nights spent in U.S.	
	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	2.50	2.53	1.70	1.65	9.5	8.2
(Maine)	73	76	2.61	2.73	1.70	1.71	8.7	7.5
(Massachusetts)	52	51	2.39	2.20	1.70	1.51	9.9	19.1
Eastern Gateway	140	151	2.49	2.38	1.56	1.66	9.8	8.2
(New York)	118	123	2.38	2.24	1.51	1.64	9.6	7.7
(New Jersey)	33	36	2.66	2.75	1.69	1.71	12.7	11.6
George Washington Country	56	57	2.14	2.55	1.56	1.63	14.3	13.9
The South	177	211	2.70	2.48	1.56	1.60	16.4	17.5
(Florida)	150	167	2.64	2.21	1.56	1.63	16.7	18.6
Great Lakes Country	106	127	2.29	2.31	1.68	1.67	10.5	9.2
Old West	49	67	2.55	2.26	1.56	1.78	10.9	9.3
Frontier West	20	45	2.38	2.18	1.63	1.51	22.4	15.7
Far West	156	258	2.09	2.11	1.54	1.52	14.8	11.6
(California)	83	109	1.87	1.95	1.51	1.47	20.5	16.8
(Washington)	53	99	1.97	2.25	1.61	1.71	12.1	8.2
U.S. Islands	n.a.	80	n.a.	2.39	n.a.	1.51	n.a.	15.3
U.S. Unspecified	15	15	2.49	2.65	2.49	1.68	12.7	14.2
Total U.S. Mainland	741	955	2.46	2.36	1.60	1.60	11.7	11.3
Total U.S.	n.a.	1,027	n.a.	2.36	n.a.	1.59	n.a.	11.5

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74-Con.

Regions and States	Base		Daily trip expenditures per vacation party		Daily trip expenditures by vacation party		Per Capita expenditures for trip		Daily per capita trip expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	\$313	\$303	\$33	\$37	\$125	\$120	\$13	\$15
(Maine)	73	76	331	345	38	46	127	126	15	17
(Massachusetts)	52	51	319	326	34	32	133	144	14	14
Eastern Gateway	140	151	348	392	36	48	140	165	14	20
(New York)	118	123	336	350	35	45	141	156	15	20
(New Jersey)	33	36	449	591	35	51	169	215	13	19
George Washington Country	56	57	501	544	35	39	234	213	16	15
The South	177	211	730	910	45	52	270	367	16	21
(Florida)	150	167	788	895	47	48	298	405	18	22
Great Lakes Country	106	127	348	376	33	41	152	163	14	18
Old West	49	67	373	408	34	44	146	181	13	19
Frontier West	20	45	782	727	35	46	329	333	15	21
Far West	156	258	498	545	34	47	238	258	16	22
(California)	83	109	675	738	33	44	361	378	18	23
(Washington)	53	99	332	309	27	38	169	137	14	17
U.S. Islands	n.a.	80	n.a.	1,350	n.a.	88	n.a.	565	n.a.	37
U.S. Unspecified	15	15	664	420	52	30	267	158	21	11
Total U.S. Mainland	741	955	438	518	37	46	178	219	15	19
Total U.S.	n.a.	1,027	n.a.	570	n.a.	50	n.a.	242	n.a.	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)	Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1974
Expenditures in U.S. only:															
Total	(741)	(1,027)	483	570	178	242	37	50	15	21	11.7	11.5	2.46	2.36	1.65
Residence:															
Atlantic Provinces	(55)	(38)	376	373	153	170	40	40	16	18	9.3	9.3	2.27	2.20	1.53
Quebec	(201)	(259)	480	515	195	197	37	41	15	16	13.1	12.6	2.55	2.61	1.66
French Quebec	(135)	(163)	454	624	185	222	34	49	14	17	13.2	12.7	2.66	2.81	1.72
English Quebec	(65)	(57)	535	515	217	259	41	48	17	24	13.1	10.7	2.18	1.99	1.49
Ontario	(301)	(405)	474	589	193	250	42	53	17	23	11.3	11.1	2.25	2.30	1.52
Prairies	(89)	(158)	312	516	127	247	29	45	12	22	10.8	11.4	2.24	2.09	1.50
British Columbia	(92)	(162)	376	624	153	318	35	58	14	29	10.7	10.8	2.16	1.96	1.47
City of residence:*															
Vancouver	n.a.	(100)	n.a.	652	n.a.	n.a.	n.a.	62	n.a.	n.a.	n.a.	10.5	n.a.	n.a.	1.38
Calgary/Edmonton	n.a.	(48)	n.a.	695	n.a.	n.a.	n.a.	58	n.a.	n.a.	n.a.	12.0	n.a.	n.a.	1.44
Winnipeg	n.a.	(37)	n.a.	477	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	15.3	n.a.	n.a.	1.38
Toronto	n.a.	(153)	n.a.	515	n.a.	n.a.	n.a.	51	n.a.	n.a.	n.a.	10.1	n.a.	n.a.	1.48
Montreal	n.a.	(124)	n.a.	599	n.a.	n.a.	n.a.	40	n.a.	n.a.	n.a.	15.1	n.a.	n.a.	1.57
English	n.a.	(40)	n.a.	419	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	10.7	n.a.	n.a.	1.49
French	n.a.	(52)	n.a.	815	n.a.	n.a.	n.a.	44	n.a.	n.a.	n.a.	18.6	n.a.	n.a.	1.68
Other	n.a.	(32)	n.a.	459	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	14.8	n.a.	n.a.	1.30
Community size:															
Urban	(625)	(896)	455	557	185	249	38	50	16	21	11.9	11.7			
Rural	(116)	(131)	338	455	137	193	32	45	13	19	10.6	10.2			

*Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Sex:																
Male	(376)	(476)	460	624	187	264	41	55	17	23	11.3	11.3				
Female	(365)	(551)	412	519	167	220	34	45	14	19	12.1	11.6				
Age:																
18 to 29	(263)	(304)	391	519	159	220	38	50	15	21	10.3	10.5				
30 to 39	(125)	(194)	413	604	168	256	42	63	17	27	9.9	9.6				
40 to 49	(129)	(205)	478	572	194	242	51	60	21	25	9.4	9.5				
50 and over	(224)	(323)	490	601	199	255	31	41	13	17	15.6	14.8				
Language:																
French Quebec	(136)	(165)	455	634	185	269	34	48	14	21	13.2	13.1				
Rest of Canada	(605)	(862)	434	557	176	230	38	50	16	21	11.3	11.2				
Marital status:																
Single	(220)	(277)	372	539	151	228	34	45	14	19	10.8	12.0				
Married	(452)	(608)	478	590	194	250	42	56	17	24	11.3	10.5				
Separated/Widowed/Divorced	(70)	(142)	405	550	165	233	24	39	10	16	17.2	14.3				
Family composition:																
Adults only	(413)	(640)	431	582	175	247	33	46	13	20	13.1	12.6				
Have children under 18	(328)	(387)	446	551	181	233	45	57	18	24	9.9	9.7				
Socio economic level:																
Upper	(245)	(299)	590	692	240	102	47	65	19	10	12.5	10.6				
Upper middle	(166)	(223)	426	628	173	266	37	52	15	22	11.4	12.0				
Middle	(121)	(206)	408	467	166	198	38	45	16	19	10.7	10.3				
Lower middle	(107)	(165)	312	477	127	202	31	37	13	16	10.1	12.9				
Lower	(102)	(135)	257	504	104	214	19	40	8	17	13.2	12.5				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Occupation:																
Prof./Sales/White collar.....	(330)	(456)	505	600	205	254	45	56	18	24	11.2	10.8				
Skilled labor.....	(198)	(230)	365	551	148	233	41	59	17	25	8.8	9.3				
Unskilled labor.....	(34)	(62)	383	532	156	225	32	53	13	22	12.0	10.1				
Farmer.....	(18)	(22)	347	377	141	160	40	34	16	14	8.6	11.2				
Student.....	(8)	(30)	312	384	127	163	39	33	16	14	8.0	11.6				
Retired/Pensioned.....	(62)	(108)	518	607	211	257	28	38	11	16	18.5	15.8				
Other.....	(67)	(93)	295	592	120	251	18	37	7	15	16.8	16.2				
Education (Attended or completed):																
University.....	(86)	(149)	606	516	246	219	45	50	18	21	13.4	10.4				
Technical/Preparatory.....	(61)	(91)	396	672	161	285	44	49	18	21	8.9	13.6				
High school.....	(187)	(260)	409	619	166	262	34	54	14	23	12.2	11.4				
Elementary school.....	(47)	(72)	268	694	109	294	29	42	12	18	9.1	16.5				
Accommodation:																
Owned.....	(483)	(633)	454	578	185	245	42	52	17	22	10.9	11.2				
Rented.....	(238)	(383)	415	568	169	241	31	47	13	20	13.3	12.0				
Type of dwelling:																
Detached/Semi-Detached....	(499)	(666)	449	580	183	246	41	53	17	23	11.0	10.9				
Town house/Other Attached																
House.....	(112)	(127)	409	602	166	255	31	51	13	21	13.0	11.9				
Apartment.....	(117)	(216)	441	513	179	217	33	39	14	16	13.2	13.2				
Other.....	(13)	(19)	189	718	77	304	14	71	6	30	13.1	10.1				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)	Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1974
Purpose of trip:															
Visiting friends or relatives ..	(252)	(344)	375	309	178	153	29	30	14	15	13.1	10.3	2.11	2.02	1.56
Staying at a vacation spot ...	(234)	(383)	588	788	219	314	45	62	17	25	13.1	12.6	2.68	2.51	1.67
City sightseeing/shopping ...	(176)	(235)	413	617	188	243	38	61	17	24	10.8	10.1	2.20	2.54	1.56
Rural activities	(192)	(268)	415	548	156	219	33	53	12	21	12.7	10.4	2.66	2.50	1.69
Other	(145)	(215)	434	624	181	242	41	57	17	22	10.6	11.0	2.40	2.58	1.52
Purpose of trip and season:															
June to September:															
Visiting friends/relatives ..	(115)	(188)	293	295	136	135	29	36	13	17	10.2	8.1	2.16	2.18	1.60
Staying at a vacation spot	(104)	(188)	413	552	154	208	39	52	14	20	10.7	10.6	2.68	2.65	1.77
City sightseeing	(93)	(127)	302	503	143	193	38	61	18	24	7.9	8.2	2.11	2.61	1.63
Rural activities	(121)	(167)	296	405	113	159	31	45	12	18	9.4	9.0	2.62	2.55	1.71
Other	(67)	(105)	306	567	136	216	35	58	15	22	8.8	9.7	2.25	2.63	1.48
October to May:															
Visiting friends/relatives ..	(136)	(156)	435	327	211	179	28	25	14	14	15.5	12.9	2.06	1.83	1.53
Staying at a vacation spot	(130)	(194)	727	1,023	271	432	48	70	18	29	15.0	14.7	2.68	2.37	1.59
City sightseeing	(83)	(109)	544	753	237	307	39	61	17	25	14.0	12.3	2.30	2.45	1.49
Rural activities	(71)	(101)	632	778	230	323	35	61	13	25	18.2	12.8	2.75	2.41	1.64
Other	(78)	(110)	543	685	212	271	45	56	18	22	12.0	12.3	2.52	2.53	1.56
Main mode of transport:															
Car	(481)	(497)	377	427	147	167	36	44	14	17	10.4	9.7	2.57	2.56	1.69
Plane	(171)	(397)	690	811	371	403	48	58	26	29	14.5	13.9	1.86	2.01	1.43
Bus	(63)	(96)	268	455	92	195	23	43	8	18	11.5	10.7	2.90	2.33	1.39
Train	(10)	(10)	155	383	85	180	16	31	9	15	9.8	12.4	1.83	2.13	1.27
Motor Camper	n.a.	(24)	n.a.	437	n.a.	140	n.a.	42	n.a.	13	n.a.	10.4	n.a.	3.13	n.a.
Other	(40)	(30)	405	646	138	201	23	49	8	15	17.7	13.1	2.93	3.21	1.55

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Month trip started:																
December to March.....	(192)	(262)	543	567	216	405	35	55	14	26	15.7	15.6	2.51	2.14	1.56	1.57
April to May.....	(75)	(104)	518	625	230	264	37	56	16	23	14.1	11.3	2.25	2.37	1.52	1.54
June to September.....	(376)	(524)	331	444	137	182	35	46	15	19	9.4	9.6	2.42	2.44	1.64	1.63
October to November.....	(98)	(137)	544	479	205	195	52	44	19	18	10.7	10.8	2.70	2.46	1.60	1.55
Nights spent in U.S.:																
1-5.....	(233)	(308)	159	245	63	103	51	74	20	31	3.1	3.3	2.54	2.39	1.66	1.63
6-11.....	(242)	(334)	368	535	146	220	46	68	18	28	8.0	7.9	2.52	2.43	1.54	1.57
12-17.....	(138)	(217)	662	880	265	373	47	63	19	27	14.0	13.9	2.50	2.36	1.66	1.61
18 and over.....	(120)	(153)	834	934	379	432	25	29	11	13	33.0	32.1	2.50	2.16	1.55	1.50

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.



PENN STATE UNIVERSITY LIBRARIES



A000071999494

OCTOBER 1975